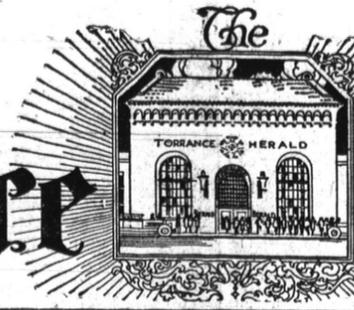




Consolidated Edition of Torrance Herald & Lomita News



Only Newspaper Published In Torrance

Torrance Herald

Two Sections 10 Pages This Issue

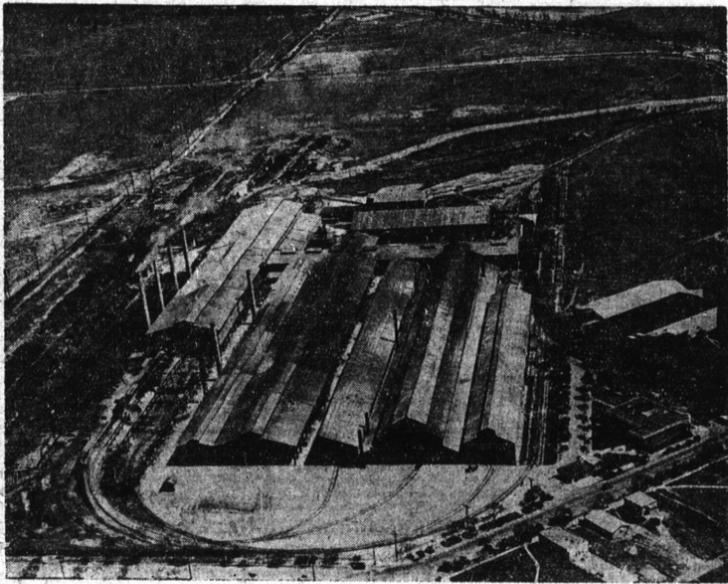
NINETEENTH YEAR—No. 31

TORRANCE, CALIFORNIA, THURSDAY, AUGUST 3, 1933

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COLUMBIA STEEL ON FULL TIME

Smoke Rolls Out of All Four Stacks-First Time Since 1929



(Special to the Torrance Herald)

Beginning the first of next week, Columbia Steel Company's huge plant at Torrance will boom into full capacity production...

Not since the boom days of 1929 have local residents witnessed smoke rolling out of all four tall stacks at the giant steel mill...

While production schedules at the Torrance mill have been increasing rapidly during the past few months, the decision to swing into full capacity was necessitated by the award of a contract this week to Towers, Inc., for the construction of a power transmission line from Los Angeles to Boulder dam...

During the past three months 400 new men have been put to work at the Columbia plant in Torrance in addition to taking care of old employees; and it is contemplated that 100 additional men will be required in the near future to complete production schedules.

IDECO TO BENEFIT

Many of the towers in the Boulder dam transmission line will be fabricated at the Torrance plant of the International Derrick & Equipment Company...

125 FIRMS DISPLAY NRA Blue Eagles At 9 o'clock this morning, 125 business firms in Torrance had filed their certificates of compliance in the National Recovery program...

Mrs. Doris Palmer Dies At Hayward

Friends in Torrance have received the sad news of the death of Mrs. Doris Palmer, who passed away Tuesday, August 1, at Hayward, California...

Mrs. Palmer, wife of Fred Palmer, former service station operator and tire dealer here, resided in Torrance for a number of years at 1423 Amapola avenue.

Time's Up On Water Deal Sat.

City Files Application For \$375,000 Loan From the Government; Favorable Action Is Expected

The zero hour on the water deal is approaching. On or before Saturday of this week, officials of the Torrance Water, Light & Power Company must decide if they wish to accept the city's offer to purchase the present system at \$112,441...

At the time of going to press, no word had been received by E. C. Nelson, president of the water company, as to what decision officials in the east would make.

The work to be done, as outlined at this meeting, will include the organization by these heads of new committees within the groups each represents, to carry on the program which will be sent from headquarters immediately on the receipt of the wire which Secretary Gilmeister sent on Wednesday announcing the formation of the primary committee.

CALL FOR BIDS ON LOCAL MAIL ROUTE

Sealed proposals for carrying the U. S. mails (including parcel post mails) on Messenger Route No. 276530 between the postoffice at Torrance and the passenger loading-point at the P. E. railway depot, will be received until Monday, August 7, 1933, at 2 p. m.

NATION MARCHES TO BANISH SPECTER OF UNEMPLOYMENT

President Bert Lanz of Torrance Chamber of Commerce Calls On Local Civic Organizations to Join "New Deal" Education Campaign

Just as in the war-torn days of 1918, the concerted powers of the entire nation were thrown into the campaign to put every ounce of strength and resources behind the drive for the success of the Allies and a speedy end to hostilities...

Within 30 days, Torrance, and every other city, town and hamlet in the United States will have completed its part in a campaign the like of which has never yet been known in the world's history.

Already the committees are forming. Already the forces are being set in motion, by order of the President, through his administrator, Hugh S. Johnson, in charge of the National Industrial Recovery campaign.

It is to be a campaign of education and persuasion, peaceful but no less earnest and determined, to follow up the inauguration of the New Deal launched August 1. Early this week Secretary L. J. Gilmeister of the Torrance Chamber of Commerce, received a letter, signed by Hugh S. Johnson, administrator, which said:

"Will you take the initiative immediately in organizing a campaign committee in your community to be composed of the mayor, the official heads of the Chamber of Commerce, clearing house association, Rotary, Kiwanis, Lions, Retail Merchants, Federation of Labor, Advertising club, Federation of Women's Clubs, Welfare Societies, Ministerial Association, newspapers, real estate associations and any other civic organization which in your judgment is representative of an important element in the economic life of your community? The function of this committee is to direct a campaign of education and organization which is to be a part of a national movement to speed the return of prosperity through the expansion of consumer purchasing power in accordance with the principles set forth in the National Recovery Act."

"It is an inspiring invitation to be a part of a great national movement to restore economic security to our people and I appeal to you to marshal all the forces of your community in one united effort to get rid of unemployment."

The work to be done, as outlined at this meeting, will include the organization by these heads of new committees within the groups each represents, to carry on the program which will be sent from headquarters immediately on the receipt of the wire which Secretary Gilmeister sent on Wednesday announcing the formation of the primary committee.

This latter phase will be of utmost importance for it is here TURN TO STORY ONE Page 2

Wm. Gascoigne's Nephew Designer of New Insignia

Local Street Superintendent Proud of Young Relative's Success

Every time William Gascoigne, street superintendent for the City of Torrance, looks at the new government insignia which adorns the business houses in Torrance, his chest swells out another six inches, and he smiles broadly.

For out of the many designs submitted to the President in the effort to select a fitting mark of allegiance to the campaign for the "New Deal," that submitted by Charles Colner, former Santa Barbara high school art student, now a designer for one of the largest and oldest advertising agencies in the east, was chosen.

And Charles Colner is William Gascoigne's nephew. He is the son of Mr. and Mrs. C. A. Colner, 527 Chapala street, Santa Barbara. Young Colner resides with his wife in Philadelphia, but he has an office of design with three assistants in Washington, D. C. to which he flies regularly in a government plane supplied so that he may carry on without loss of time, his government service as well as his private business.

Colner was born in Santa Barbara where he graduated from high school, in 1917. He entered the Chicago Academy of Fine Arts, where he studied until 1920 and then entered the service of N. W. Ayer, national advertising firm in Philadelphia. For some time he has been actively associated with the Roosevelt administration in publicity activities for the "new deal." In this connection his design for the national emblem was presented and adopted.

CITY CLERK THINKS 96 CENT TAX RATE WILL BE NECESSARY

Municipal tax rate in Torrance for the coming year will probably be set at 96c per \$100 assessed valuation in the "old town" and 90c in the annexed territory, instead of the 94c and 88c rates tentatively announced last week by Councilman Scott Ludlow, chairman of the council's finance committee.

This was indicated when three other members of the city council informed the Herald that they were under the impression that they had voted at last week's meeting upon City Clerk Bartlett's budget which calls for the 96c and 90c rates, and it was not until after the meeting that they learned they had approved the lower rates advocated by Councilman Ludlow. City Clerk Bartlett's budget calls for raising \$146,984, whereas the motion as put by Ludlow called for only \$145,000. However, other members of the council contend that it will be impossible to get below the 96c rate without seriously handicapping important city work.

Under the 96c rate, 80c goes to government expenses, 10c for parks and promotion, and 6c for retiring bonded indebtedness in the "old city." Property in the annexed districts is not bonded and carries only a 90c rate. A comparison of budgetary items for last year and the coming year, as submitted by City Clerk Bartlett follows:

Table with columns for 1932-33 and 1933-34, listing various municipal expenses like General Governmental Expense, Protection of Life and Property, Health and Sanitation, etc.

LEGION ALL READY FOR BIG DOWN TOWN PARTY SATURDAY

Something Doing Every Minute, With Dancing, Card Games, Concessions, Band Concerts, Vaudeville, to Please the Throngs. Many Out of Town Visitors Expected

Everything is ready for the World's Largest Outdoor Card Party, sponsored by the Bert S. Crossland post, American Legion, Saturday night, August 5.

At a special meeting of the post held Monday night, the final touches were added, and the program laid out for an evening of the greatest entertainment Torrance has seen for many a day.

Four city blocks in the downtown district will be roped off, from Marcelina to Post on Sartori, and from Border to Cravens on El Prado. Visitors are requested to cooperate with the management by parking their cars outside of this area between 7 and 8 o'clock, as after that time the entrance to the district will be closed to traffic and the tables for auction, contract bridge, 500 and other card games will be set up.

The festivities will begin with a band concert from 7:30 to 8:30. The Long Beach Post No. 27 band will play. This organization plans to enter the competition for the state championship at a later Legion gathering, and will play the same program that is to be used in the competition. This band expects to attend the national convention in Chicago. It is one of the outstanding musical organizations of the state and will provide a program of a high degree of merit.

The Black Cat string orchestra of Pasadena has been secured to provide additional music during the evening.

Street dancing after 8:30 will be held in the block between Sartori and Border on El Prado, with two excellent orchestras to play.

Special lighting for the sections devoted to cards will give ample light for a bid of "seven no-trump." Hungry players will be regaled with a free lunch.

The different sections will be roped off with garden hose, a Torrance product manufactured by the D & M Machine Works, distributed by the California Hose and Mat Company, also a Torrance concern.

Merchants who have donated prizes to be awarded for winners at cards are:

- List of donors: D & M Machine Works, 150 pairs running board mats for low score holders, and 15 50-foot lengths of garden hose for the high score holders. L. G. Berkull, Quality Market, can of meat. Sandy & Scotty, hand-tooled leather billfold. Dr. C. L. Ingold, pair of SIF Walker Crocs, scientifically formulated sun glasses with case. Butler's Men's Shop, one dress shirt. Baker Smith, Jeweler, atomizer. J. C. Penney Company, home pool table. Paxman's Hardware, flashlight. Charles M. Smith, Lomita, box of bath powder. Stone & Myers, \$5 in cash. Alfred Gourdier, postmaster, book stamps, 24 ones and 24 twos. Selma Cleaners, \$5 merchandise order. Earl's Cafe, 24 bottles? H. P. Ulbricht, Automatic Printing Company, tally cards. Torrance Herald, five one-year subscriptions to Herald. George Piper, Cleaners, lady's dress or man's suit, cleaned and pressed. Concessions to furnish "county fair" atmosphere will be operated by Legionnaires. Fun for all will be available at these booths.

In front of the Dolley Drug Company on El Prado, a large platform will be erected where at 10:30 a fine program of entertainment will begin. Motion picture stars, radio entertainers, the Long Beach band, vaudeville acts, will make up this part of the program.

Tickets for the affair are on sale now at Dalley's Drug Store, Baker Smith's Jewelry Store, Earl's Cafe, Beacon Drug Company, Barkdull's Quality Meat Market, and L. G. Doan's Market. Free parking will be provided on vacant lots to those who have card party tickets.

"We are receiving excellent reports of ticket sales," said Commissioner of the party. TURN TO STORY 2 Page 3